

Benson & Hedges 100's

what else
can I do but
smile.

that's the breaks.



Regular and Menthol

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. No
additives.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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"What Else Can I Do But Smile?" (Pat Etinger)
Pg. 4/C B1

U.S. News & World Report - June 27, 1977
Playboy - September 1977
Esquire - August 1977
Ladies' Home Journal - August 1977
House & Garden - August 1977
Mademoiselle - September 1977
Time - May 30, 1977
Southern Living - July 1977
Redbook - July 1977
Cosmopolitan - July 1977

Wells, Rich, Greene, Inc.



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